

CLAIMS

1 1. An audience measurement system for iden-
2 tifying a program which is transmitted from a signal
3 source and to which a receiver is tuned, the audience
4 measurement system comprising:
5 code reading means for reading an ancillary
6 code of the program to which the receiver is tuned;
7 channel status determining means for deter-
8 mining channel status relating to channels to which the
9 receiver is tuned; and,
10 identifying means for identifying the program
11 from at least one of the ancillary code and the channel
12 status.

1 2. The audience measurement system of
2 claim 1 further comprising people identifying means for
3 identifying individual people in a monitored audience.

1 3. The audience measurement system of
2 claim 2 wherein the people identifying means comprises
3 means for passively identifying individual people in a
4 monitored audience.

1 4. The audience measurement system of
2 claim 3 wherein the means for passively identifying
3 individual people comprises a passive people meter.

1 5. The audience measurement system of
2 claim 3 wherein the means for passively identifying
3 individual people comprises a personal people meter.

1 6. The audience measurement system of
2 claim 1 wherein the channel status determining means
3 comprises means for detecting channel status and means
4 for reading the channel status if the code reading
5 means cannot read the ancillary code in the program
6 received by the receiver.

1 7. The audience measurement system of
2 claim 6 wherein the means for detecting channel status
3 comprises a remote control and a sensor responsive to
4 the remote control.

1 8. The audience measurement system of
2 claim 6 further comprising people identifying means for
3 identifying individual people in a monitored audience.

1 9. The audience measurement system of
2 claim 8 wherein the identifying means comprises means
3 for time stamping and storing the channel status and
4 information relating to any identified people in the
5 monitored audience.

1 10. The audience measurement system of
2 claim 8 wherein the identifying means comprises means
3 for time stamping and storing the ancillary code and
4 information relating to any identified people in the
5 monitored audience.

1 11. The audience measurement system of
2 claim 8 wherein the identifying means comprises means
3 for time stamping and storing the ancillary code and
4 information relating to any identified people if the
5 ancillary code is readable and for time stamping and
6 storing the channel status and information relating to
7 any identified people in the monitored audience if the
8 ancillary code is not readable.

1 12. The audience measurement system of
2 claim 1 wherein the channel status determining means
3 comprises prompting means for prompting a user to
4 manually enter channel status if the code reading means
5 cannot read an ancillary code in the program received
6 by the receiver.

1 13. The audience measurement system of
2 claim 12 wherein the prompting means provides prompts
3 in the form of on-screen prompts.

1 14. The audience measurement system of
2 claim 12 wherein the prompting means comprises a trans-
3 ducer for providing prompts to a user.

1 15. The audience measurement system of
2 claim 14 wherein the transducer provides a visual
3 display.

1 16. The audience measurement system of
2 claim 14 wherein the transducer provides an audio signal.

1 17. The audience measurement system of
2 claim 14 wherein the transducer provides a synthesized
3 voice message from a speaker.

1 18. The audience measurement system of
2 claim 12 further comprising people identifying means
3 for identifying individual people in a monitored audi-
4 ence.

1 19. The audience measurement system of
2 claim 18 wherein the identifying means comprises means
3 for time stamping and storing the channel status and
4 information relating to any identified people in the
5 monitored audience.

1 20. The audience measurement system of
2 claim 18 wherein the identifying means comprises means
3 for time stamping and storing the ancillary code and
4 information relating to any identified people in the
5 monitored audience.

1 21. The audience measurement system of
2 claim 18 wherein the identifying means comprises means
3 for time stamping and storing the ancillary code and
4 information relating to any identified people if the
5 ancillary code is readable and for time stamping and
6 storing the channel status and information relating to
7 any identified people in the monitored audience if the
8 ancillary code is not readable.

1 22. The audience measurement system of
2 claim 1 wherein the audience measurement system is a
3 household audience measurement system.

1 23. The audience measurement system of
2 claim 1 wherein the audience measurement system is a
3 portable audience measurement system.

1 24. An audience measurement system compris-
2 ing:
3 code reading means for reading an ancillary
4 code of a program to which a receiver is tuned;
5 channel status determining means for deter-
6 mining channel status relating to channels to which the
7 receiver is tuned; and,
8 storing means for storing the ancillary code
9 read by the code reading means if the ancillary code is
10 readable by the code reading means and for storing
11 channel status determined by the channel status deter-
12 mining means if the ancillary code is not readable by
13 the code reading means.

1 25. The audience measurement system of
2 claim 24 further comprising people identifying means
3 for identifying individual people in a monitored audi-
4 ence.

1 26. The audience measurement system of
2 claim 25 wherein the people identifying means comprises
3 means for passively identifying individual people in a
4 monitored audience.

1 27. The audience measurement system of
2 claim 25 wherein the people identifying means comprises
3 a keyboard for entering identifying information.

1 28. The audience measurement system of
2 claim 24 wherein the channel status determining means
3 comprises a remote control and a sensor responsive to
4 the remote control.

1 29. The audience measurement system of
2 claim 24 further comprising people identifying means
3 for identifying individual people in a monitored audi-
4 ence.

1 30. The audience measurement system of
2 claim 29 wherein the storing means comprises means for
3 time stamping and storing the channel status and infor-
4 mation relating to any identified people in the moni-
5 tored audience.

1 31. The audience measurement system of
2 claim 29 wherein the storing means comprises means for
3 time stamping and storing the ancillary code and infor-
4 mation relating to any identified people in the moni-
5 tored audience.

1 32. The audience measurement system of
2 claim 24 wherein the storing means comprises prompting
3 means for prompting a user to manually enter channel
4 status if the code reading means cannot read an ancil-
5 lary code in the program received by the receiver.

1 33. The audience measurement system of
2 claim 32 wherein the prompting means provides prompts
3 in the form of on-screen prompts.

1 34. The audience measurement system of
2 claim 32 wherein the prompting means comprises a trans-
3 ducer for providing prompts to a user.

1 35. The audience measurement system of
2 claim 34 wherein the transducer provides a visual
3 display.

1 36. The audience measurement system of
2 claim 34 wherein the transducer provides an audio
3 signal.

1 37. The audience measurement system of
2 claim 34 wherein the transducer provides a synthesized
3 voice message from a speaker.

1 38. The audience measurement system of
2 claim 32 further comprising people identifying means
3 for identifying individual people in a monitored audi-
4 ence.

1 39. The audience measurement system of
2 claim 38 wherein the storing means comprises means for
3 time stamping and storing the channel status and infor-
4 mation relating to any identified people in the moni-
5 tored audience.

1 40. The audience measurement system of
2 claim 38 wherein the storing means comprises means for
3 time stamping and storing the ancillary code and infor-
4 mation relating to any identified people in the moni-
5 tored audience.

1 41. The audience measurement system of
2 claim 24 wherein the audience measurement system is a
3 household audience measurement system.

1 42. The audience measurement system of
2 claim 24 wherein the audience measurement system is a
3 portable audience measurement system.

1 43. An audience measurement system compris-
2 ing:

3 code reading means for reading an ancillary
4 code of a program to which a receiver is tuned;
5 channel status determining means for deter-
6 mining channel status relating to channels to which the
7 receiver is tuned; and,
8 communicating means for communicating ancil-
9 lary codes read by the code reading means to a remote
10 site and for communicating channel status determined by
11 the channel status determining means to the remote site
12 if ancillary codes are not readable by the code reading
13 means.

1 44. The audience measurement system of
2 claim 43 further comprising people identifying means
3 for identifying individual people in a monitored audi-
4 ence.

1 45. The audience measurement system of
2 claim 44 wherein the people identifying means comprises
3 means for passively identifying individual people in a
4 monitored audience.

1 46. The audience measurement system of
2 claim 44 wherein the people identifying means comprises
3 a keyboard for entering identifying information.

1 47. The audience measurement system of
2 claim 43 wherein the channel status determining means
3 comprises a remote control and a sensor responsive to
4 the remote control.

1 48. The audience measurement system of
2 claim 44 wherein the communicating means comprises
3 means for time stamping and storing the channel status
4 and information relating to any identified people in
5 the monitored audience and wherein the communicating
6 means communicates the time stamped and stored channel
7 status and information relating to any identified
8 people in the monitored audience to the remote site.

1 49. The audience measurement system of
2 claim 44 wherein the communicating means comprises
3 means for time stamping and storing the ancillary code
4 and information relating to any identified people in
5 the monitored audience and wherein the communicating
6 means communicates the time stamped and stored ancil-
7 lary code and information relating to any identified
8 people in the monitored audience to the remote site.

1 50. The audience measurement system of
2 claim 43 wherein the communicating means comprises
3 prompting means for prompting a user to manually enter
4 channel status if the code reading means cannot read an
5 ancillary code in the program received by the receiver.

1 51. The audience measurement system of
2 claim 50 wherein the prompting means provides prompts
3 in the form of on-screen prompts.

1 52. The audience measurement system of
2 claim 50 wherein the prompting means comprises a trans-
3 ducer for providing prompts to a user.

1 53. The audience measurement system of
2 claim 52 wherein the transducer provides a visual
3 display.

1 54. The audience measurement system of
2 claim 52 wherein the transducer provides an audio
3 signal.

1 55. The audience measurement system of
2 claim 52 wherein the transducer provides a synthesized
3 voice message from a speaker.

1 56. The audience measurement system of
2 claim 50 further comprising people identifying means
3 for identifying individual people in a monitored audi-
4 ence.

1 57. The audience measurement system of
2 claim 56 wherein the communicating means comprises
3 means for time stamping and storing the channel status
4 and information relating to any identified people in
5 the monitored audience and wherein the communicating
6 means communicates the time stamped and stored channel
7 status and information relating to any identified
8 people in the monitored audience to the remote site.

1 58. The audience measurement system of
2 claim 56 wherein the communicating means comprises
3 means for time stamping and storing the ancillary code
4 and information relating to any identified people in
5 the monitored audience and wherein the communicating
6 means communicates the time stamped and stored ancil-
7 lary code and information relating to any identified
8 people in the monitored audience to the remote site.

1 59. The audience measurement system of
2 claim 43 wherein the audience measurement system is a
3 household audience measurement system.

1 60. The audience measurement system of
2 claim 43 wherein the audience measurement system is a
3 portable audience measurement system.

1 61. A method of identifying programs re-
2 ceived by a receiver, the method comprising the steps
3 of:

4 a) detecting, at the receiver, a signal
5 corresponding to the programs;

6 b) reading ancillary codes if the ancillary
7 codes are present in the signal and are readable;

8 c) determining channel status relating to
9 channels to which the receiver has been tuned;

10 d) forwarding the ancillary codes and channel
11 status to a central office;

12 e) if the ancillary codes were read, compar-
13 ing, in the central office, the ancillary codes with a
14 library to thereby identify the programs; and,

15 f) if the ancillary codes were not read,
16 comparing, in the central office, the channel status
17 with a library to thereby identify the programs.

1 62. The method of claim 61 wherein the
2 identity of an audience member is associated with the
3 ancillary codes and channel status.

1 63. The method of claim 61 wherein step c)
2 comprises the step of detecting channel status by use
3 of a remote control and a sensor responsive to the
4 remote control.

1 64. The method of claim 61 wherein step c)
2 comprises the step of prompting a user to manually
3 enter channel status if the ancillary codes cannot be
4 read in the programs received by the receiver.

1 65. The method of claim 61 wherein steps b)
2 and c) are performed by a household audience measure-
3 ment system.

1 66. The method of claim 61 wherein steps b)
2 and c) are performed by a portable audience measurement
3 system.

1 67. A method of measuring audiences in
2 statistically selected households, the method compris-
3 ing the steps of:

4 a) in each statistically selected household,
5 detecting signals corresponding to programs;

6 b) in each statistically selected household,
7 reading ancillary codes when the ancillary codes are
8 present in the signals; and,

9 c) in each statistically selected household,
10 determining channel status information relating to
11 channels to which receivers are tuned when ancillary
12 codes are not present in the signals.

1 68. The method of claim 67 wherein the
2 identity of an audience member is associated with the
3 ancillary codes and channel status.

1 69. The method of claim 67 wherein step c)
2 comprises the step of detecting channel status by use
3 of remote controls and sensors responsive to the remote
4 controls.

1 70. The method of claim 67 wherein step c)
2 comprises the step of prompting users to manually enter
3 channel status information if the ancillary codes
4 cannot be read in the programs received by the receivers.
5

1 71. The method of claim 67 further including
2 the steps of:
3 detecting, by a portable metering apparatus,
4 signals corresponding to the programs;
5 reading, by the portable metering apparatus,
6 ancillary codes when the ancillary codes are present in
7 the signals and storing the read ancillary codes and
8 corresponding time stamps as first data; and,
9 determining, by the portable metering apparatus,
10 channel status information relating to channels to
11 which receivers have been tuned when ancillary codes
12 are not present in the signals and storing the channel
13 status information and corresponding time stamps as
14 second data.

1 72. The method of claim 71 further including
2 the step of:
3 forwarding the first and second data to a
4 statistically selected household.

1 73. The method of claim 72 further including
2 the step of:
3 forwarding the forwarded first and second
4 data to a central office.

1 74. The method of claim 67 wherein the age
2 and gender of an audience member is associated with the
3 ancillary codes and channel status.

1 75. A method of identifying programs to
2 which a receiver is tuned, the method comprising the
3 steps of:
4 a) detecting signals corresponding to the
5 programs;
6 b) reading ancillary codes when the ancillary
7 codes are readable in the signals;
8 c) determining channel status information
9 relating to channels to which the receivers are tuned;
10 d) identifying the programs from the ancil-
11 lary codes if the ancillary codes are readable; and,
12 e) identifying the programs from the channel
13 status information if the ancillary codes are not
14 readable.

1 76. The method of claim 75 wherein the
2 identity of an audience member is associated with the
3 ancillary codes and channel status information.

1 77. The method of claim 75 wherein step c)
2 comprises the step of detecting channel status by use
3 of a remote control and a sensor responsive to the
4 remote control.

1 78. The method of claim 75 wherein step c)
2 comprises the step of prompting a user to manually
3 enter channel status information if the ancillary codes
4 cannot be read in the programs to which the receiver is
5 tuned.